Social Engagement while maintaining Social Distance; Meet a Fellow Fed!



Project Title	Social Engagement while maintaining Social Distance; Meet a Fellow Fed!
Summary	Federal Employees sometimes have difficulty understanding who we are, our role as Federal Government collaborators, and how we can support their personal & professional growth.
Country	United States

Project Description

Social Media Goals. The most important aspect of any social media marketing strategy is to set S.M.A.R.T. (Specific, Measureable, Achievable, Realistic, and Timely) goals. Posting blindly and expecting to achieve massive amounts of new sales would be like cooking without the right ingredients and expecting perfection. We want to tell our story. We have video, audio, and photo footage that needs a remix. There are all sorts of other media-related projects & communications which can be done a lot better than we are doing right now. There are so many great stories of Feds helping Feds & Feds helping their communities, but we haven't yet figured out how to convert all of the stories into storytelling.

- 1. Create a social media strategy using our website, LinkedIn, Facebook, Twitter
- a. Written strategy encompassing platforms, content, timing, upkeep, timeliness
- 2. Video Production
- a. Take our existing video and edit. Take raw footage and create short videos for upload to SFFEB YouTube channel
- b. Shoot new footage to create a what is the SFFEB video.
- 3. Written Spotlights
- 4. One-pagers have been created, they need to be reviewed and have a plan for use.
- 5. Website, www.sffeb.us
- a. Building website content where underdeveloped (ie the page providing links to government?wide mid?level career development opportunities & programs (like the Mansfield Fellowship Program or the SFFEB's LDP program) or where pages are needing to be updated/added. We'd need to chat on how to do this within our context, but emphasis can be given to areas that would provide info on resources for disadvantaged communities (ie government hiring programs targeting disadvantaged populations, linking to HCBUs or Federal Affinity Groups like 'Blacks In Government').
- 6. Presentation to the FEB Governing Council for input.

Required Skills or Interests

Skill(s)	
Data analysis	
Design thinking	
Editing and proofreading	
Infographic design	
Social media management	
Storytelling/blogging/vlogging	

Additional Information

The San Francisco Federal Executive Board supports 45,000 Federal Employees and 461 agencies & offices in the nine-county Bay Area. We also assist the nearly 110,000 Federal Employees in California who live north of Bakersfield.

Mission

We are the hub of the Bay Area Federal agencies, connecting through communication, coordination and collaboration. SFFEB focuses on three areas of federal management: emergency preparedness, workforce development and intergovernmental collaboration. SFFEB is a leader in cross-agency communication and collaboration, implementing national initiatives, and creating leadership development and training opportunities.

Values

Public Service, Integrity, Diversity, Stewardship, Community, Collaboration

SFFEB commits to holding seminars for VSFS interns on federal government job search and applications, the benefits of federal employment and other topics.

Language Requirements

None